

# "THE ONLY WAY," COHEN WILL ADOPT IT, MONDAY.

When an irresistible body strikes an immovable object then you have chaos. A somewhat similar condition exists here. The last Monday before Christmas finds us with a stupendous stock of goods—the largest we ever had at this season. The coming together of these two contingencies can produce but one result with a prudent merchant; a chaos or havoc in prices. Expected profits must step aside for certain sales, and the following catalogue of prices is "The Only Way" we see out of the difficulty: Shoppers will please carry small packages with them this week, as our delivery is taxed to the utmost by large packages.

## To the Children:

Hurry in your guesses, because we will count the letters that Santa Claus has received on Wednesday night, and all guesses must be in by noon on Thursday—Xmas Eve. The prizes will be awarded at 8:30 P. M. Xmas Eve to the boy and girl guessing the nearest to the number of letters received. Until Xmas Santa Claus will have no regular route, but will walk around different portions of the city. So have your letters ready all the time, you do not know when you will meet him. Have your steel life-sized doll and full-rigged steel man-of-war to be given as prizes?

## Art Goods.

Full of Xmas suggestions as an egg is of meat, and at such little prices, too.

Beautiful Ready Made Cushions, some hand embroidered, trimmed in various ways, will be on sale Monday, for less than cost of material; ample to choose from, \$1.08 to \$1.10. Lot of 50c Lithograph Cushion Tops, various subjects, for each, 10c. Ready Made Pin Cushions, dainty, with lace and ribbon trimmings, for 25c.

Others, elaborately trimmed, to \$3. Handsome Burnt Leather Center-pieces, applied on plush, new and artistic in design, will be priced Monday to half their real value, \$9.50 to \$40.

Pretty Table Covers, Scarfs and Centerpieces made of tan linen, ready hemstitched, with beautiful fruit and flower designs, these sold for 50c and 50c; choice of lot Monday, 15c. Hundreds of Cushion Covers and Tassels, every imaginable color, 50c kind, for 25c.

French Sateen Mantel Draperies, full length, fringed, variety of colors, \$1.00 to \$1.50.

Handsome Silk and Velour Draperies for \$2.50 and \$2.98.

Pretty Work Baskets, tied with various colors of ribbon, ample choosing, for 70c.

## Infants' Wear.

Just a few items to show you the wonder prices.

Infants' Sacques, all colors, with crocheted border, 3c. kind, will be sold Monday, for each, 10c.

Children's Mittens, all colors, for 10c.

Heavy Knitted Leggings, knee or drawer style, black or white, for 25c and 50c.

Lot of Children's Fancy Eating Aprons, with subjects for children, in various colors, for 5c.

Infants' Fleece Kimonos, all dainty colors, with rows of French knots, for 60c.

All colors in Tams, 75c. kind, choice, 45c.

Beautiful Velvet Cloaks, trimmed with silk braid \$3.50 ones, for \$3.98.

Heavy Cloth Cloaks, variety of kinds, sizes to six years, choice \$2.50, \$2.98 Cloaks for \$3.

Lot of White Cashmere Cloaks, long and short, elaborately embroidered, material cost \$1.50; to be sold, special, 75c.

Dainty Silk Caps, full, ruche or plain effect, trimmed with ribbon and lace, beautiful styles, ample choosing, choice 45c.

## Our Optical Department

Is not the least attractive feature of the great holiday store.

Solid Gold Eyeglasses and Spectacles, crystal lenses, \$3.50 to \$5.00.

Aluminum Eyeglasses and Spectacles, periscope lenses, 50c.

Eyeglass Chains, 50c. to \$2.50.

## Kid Gloves.

Imported direct by us to insure getting what we wanted. From 50c to the highest prices, our Gloves all have the Cohen guarantee. We are doing an immense glove business, and can suit you, no matter what you desire.

## THE BOOK STORE RIGHT.

No matter who wants books. Not a neglected volume, and with such price attachments as opens new possibilities to all lovers of books. There is a ramification of ideas in the collection that runs in every direction of mental research or entertaining amusements. This great book store is designed to make 50c. go as far as \$1 would anywhere else.

Some of the new works are "THE TRUE HISTORY OF THE CIVIL WAR," by Guy Carleton Lee.

"THE OLD FURNITURE BOOK," by N. Hudson Moore.

"THE MOTH BOOK," by W. J. Holland.

"LIFE OF GLADSTONE," by John Morley.

"COLOR KEY TO NORTH AMERICAN BIRDS," by Frank M. Chapman.

"TWO CENTURIES OF COSTUMES IN AMERICA," by Alice Morse Earle.

"CASTLEMAN DAYS," by John H. H. Johnston.

"THE AMERICAN AUTHORS AND THEIR HOMES," by Francis W. Halsey.

And thousands of others which have given Cohen's the distinctive title, "The Book Store of the South," because it goes out of the beaten path of other department stores.

"TWELVE GREAT ACTRESSES AND TWELVE GREAT ACTORS," by Edward Robins.

"A KEYSTONE OF EMPIRE," author of "Marquidom," an Empress, "Brother Jonathan," by Butterworth.

## READ THESE PIES!

"THE PERFECT SPEAKER," Elocution, Oratory and Etiquette, 64 double pages, one half leather; a complete home of etiquette, social and official life; special department for children; \$3.50 books, sold by us for 65c.

## Your Prices for Made Garments.

We thought we had struck your prices last Monday, but while the business was 40 per cent. better than last year, it was not what our offerings really called for. Perhaps you were not ready, perhaps the prices were not yours; but, at any rate, to leave no doubt, as you'll be ready to-morrow, we'll make the prices yours. We know enough of these goods to say that never in the history of merchandising in Richmond have such finely tailored, newest style garments sold at these prices.

What do you think of regular \$5 Coats, box backs, stole collars, full sleeves, in black and colors, for \$1.98? Is that enough reduction? It's over 60 per cent.

Tailor Suits of all wool chevrot, high cut collars, blouse finished with taffeta bands; \$12.50 suits for \$7.75.

Thin Suits of plain cloth and fancy mixtures, best styles, sold to \$16.50, now \$10.

Tailor Suits of Venetian Broadcloth and chevrot, this season's choicest sold to \$20, now \$12.50.

New Dressy Suits of Pebble Chevrot and Broadcloth, blouse and straight cut coats, sold to \$25.50, now \$15.

Well Tailored Suits of finest materials, all the wanted shades, sold to \$27.50, now \$20, and winter ones reduced in like proportion.

Women's Fitted Back Coats, colors "and black, \$2.50, worth to \$5.50.

New cut Kersey Coats, black, brown and castor, best \$5.50 ones, for \$3.

Military Coats in all the wanted shades, cord and velvet trimmings, instead of \$12.50 they are \$8.

Military Coats, full three-quarter lengths, sold to \$13.75; this sale makes them \$10.

Finest Coats of Panné Chevrot and Kersey, three-quarter length, elegantly lined and finished, sold to \$27.50, now \$15.

Misses' Full Length Coats, in military effects, sold to \$22.50, now \$8.

Misses' Box Coats of fine quality Zibeline, sold to \$10, now \$6.50.

Children's Coats of fine quality Kersey, full length, stole collars, instead of \$15.00 they are \$8.50.

Children's Box Coats now \$3.50, \$3.88 Box Coats are \$2.50.

Best 12 Walking Skirts, in black and navy, full flare, for \$1.08.

All Wool 18 Melton Skirts, neatly trimmed, are \$3.50.

Best \$7.50 Skirts of Scotch mixtures, full eleven-gore flare, now \$4.50.

150 Melton Cloth Walking Skirts, Oxford and black, 60c.

Handsome Seal Coats, best cut, finest tailoring and finish, lined with Skinner satin; 35 coats, sold for \$14.50.

Finest Grade Fawn Lamb Coats, made over the latest models, perfect fitting; 45 coats, for \$50.

Men's \$5.50 Bath Robes of reversible blanket cloth, now \$3.

Men's \$5 Bath Robes for \$1.08.

Women's Full Length Kimonos of German flannel, all the colorings, \$1.98, worth \$3.

House Gowns, Wrappers and Dressing Scaques of silk, cashmere and flannel, all the colorings, from 30c. to \$25.

Brussels Druggists, 3x1 yards, \$14.

Carpet Sweepers, best makes, \$2, \$2.50 and \$3.

Carpet Hascocks, 25c.

Linon Window Shades, 1x3 yards, good spring rollers, 21c.

Curtain Poles, with fixtures, complete, 10c.

3-foot Curtain Poles, brass trimmings, complete, 10c.

Handmade Linon Tray Cloths, 18x27, open work borders, for 10c.

Handmade and Open Work Pillow Shams, 18x27, latest style, for 30c.

The Holiday Bureau Scarfs, fancy new styles, two yards long; the sale Monday, 25c.

Pretty Open Work Fine All Linon Damask Carving Cloths, 50c.

Gift Towels, all pure linen, with double open work borders, all white or colors, 25c.

Fine Linon Huck Towels, open, hemstitched, with damask borders, usual 20c. value, each, 10c.

Pure Linon Damask Doilies, snow white, a dozen, for 60c.

17-inch All Linon Damask Doilies, a dozen for 60c.

Pure Linon Dinner Napkins, five-eighths size, unequalled anywhere for less than \$1.25; these per dozen, \$1.

Collars, in the Oriental colorings, entirely new, 25c.

50c. for the pretty Chiffon and Lace Jabots, Lace Stocks, Silk Ties, etc.; each in a box if you wish.

A SAVING OF TWENTY-FIVE PER CENT. ON OSTRICH FEATHER BOAS—white, gray or black, all lengths, first qualities, \$7.50 to \$15 each.

Stock Collars, turnovers and all wanted styles, in white, white and black and colors.

50c. Neckwear, in black and black and white, the very latest effects, 25c.

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